

OREGON OREGON

COAST AND COAST AND

WILLAMETTE VALLEY WILLAMETTE VALLEY

LOOPS LOOPS

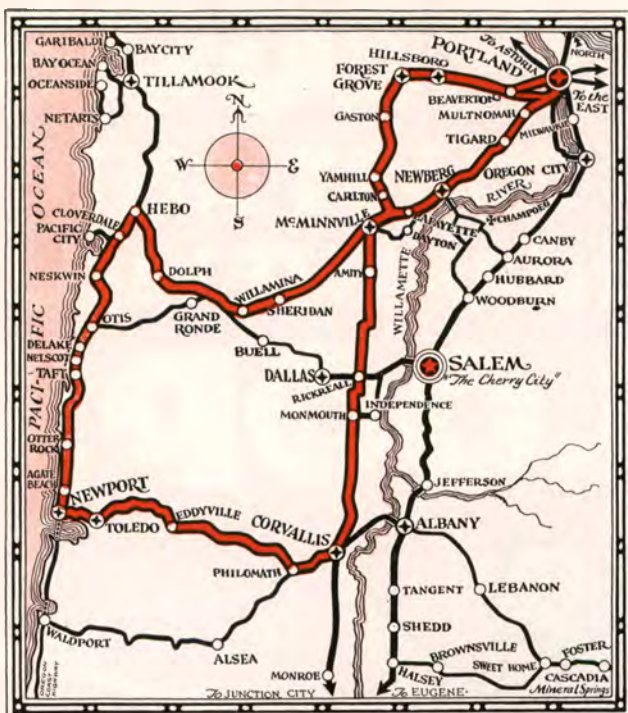
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COLLECTION

This booklet was printed to assist the traveler and to make his stay in Oregon more enjoyable. The Oregonian himself will find it a means of becoming better acquainted with his state.

R.B.
ROGERS

If there is information you desire and it is not found in this booklet, call at any Chamber of Commerce of any city on the loops listed. They want to serve you.

LOOP No. 1 — 295 Miles



YOU may roll out through a prosperous farming country via the pioneer cities of Hillsboro, Forest Grove and Carlton; then at McMinnville strike westward to the coast. However, before going on you will want to stop awhile and see these prosperous communities. At Forest Grove is located Pacific University, one of the oldest colleges of the West. Hillsboro has much of historic interest and is one of the early cities of the West.

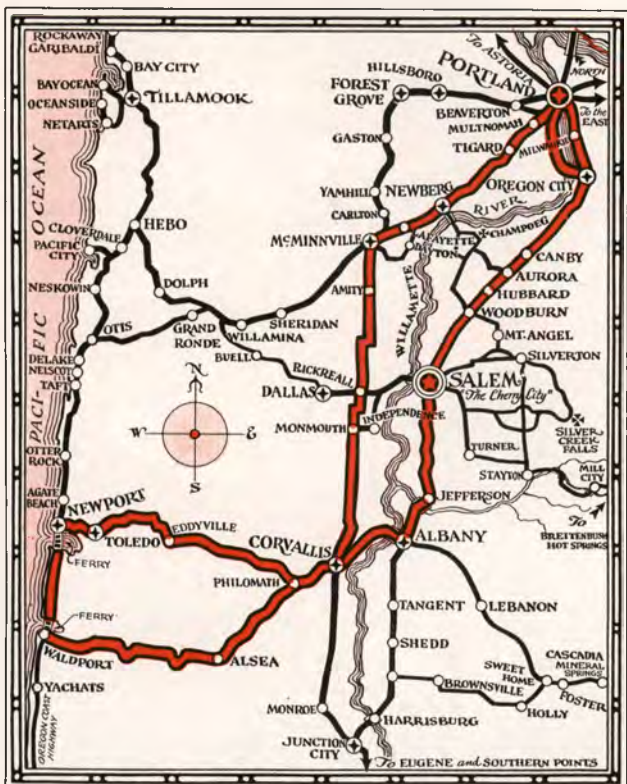
Loop No. 1 takes you over a low pass in the Coast Range to the Oregon Coast Highway at Hebo. This is a magnificent drive. Timber comes right down to the foot of the mountains that end in thundering surf. The highway was engineered with beauty in mind as well as utility. At points it clings to the mountain cliffs hundreds of feet straight above the ocean.

The beach cities of Neskowin, De Lake, Nelscot and Taft you will find enjoyable.

Newport, a delightful resort city on the beach, is the point where you turn inland, back through the Coast Range to Corvallis, the seat of Oregon State College, a place worth a good stop. From there you swing north in the Willamette Valley back to Portland.



LOOP No. 2 — 315 Miles



THE map shows you a choice of fine paved highways through the Willamette valley to Corvallis where you may swing westward to the coast, striking the Pacific Ocean at Newport or Waldport.

Salem with the state capitol and grounds as its outstanding attraction, is a place where you will want to stop. Albany, a thriving upper Willamette community is on your route and is the gateway to a wonderful playground in the Cascades reached by Santiam State Highway.

Wonderful trout fishing streams skirt the highways through the mountains, particularly on the slopes leading down to the Pacific. If you like surf fishing, deep sea fishing from a boat or clam digging, the whole Oregon coastline is your paradise. No license fee is required when fishing in the surf.

If you are from another state, a license costs you but \$3.00, for any stream or lake.

There are innumerable delightful tourist camps along any of these routes. If you have your own tent and equipment you have but to choose any one of a thousand charming spots to camp.

In the mountain and coast sections of this loop one is charmed with the beauty and fragrance of flowers and shrubs that bank the highway. In season magnificent stands of rhododendrons splash their color against the trees and shrubs, particularly between Newport and Waldport. The drive along the Alsea river is one of the most delightful on the continent.

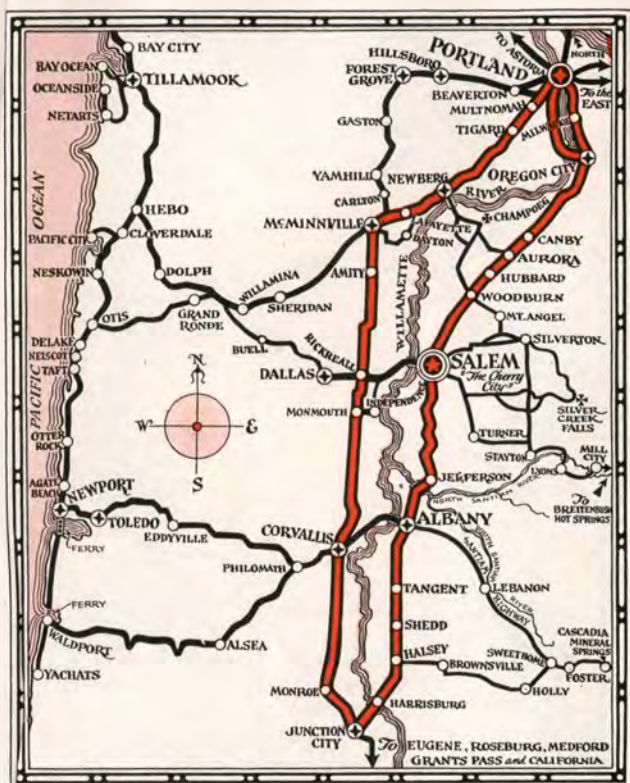




THIS little folder is addressed primarily to you who have come from afar to visit Oregon and to you who are planning trips to the Pacific Northwest. It covers the northern half of Oregon's coast line and the wondrous Willamette valley which was the goal of the pioneer who, with a plow tied to his ox-cart, braved the hazards and hardships of a 2,000 mile journey to reach it. Today you who speed across a continent by rail, auto-

mobile or plane cannot afford to go on your way without pausing to glimpse the Empire that those pioneers of another day made possible. From a strictly scenic standpoint, you may travel the continent over and find no sweeps of country, no spots of grandeur that exceed those of the Willamette valley country, the Coast Range mountains, and the shore line on the Pacific where the sun bids America "good night."

LOOP No. 3 — 220 Miles



HERE is another Willamette valley trip, an easy day's journey if you so desire. It takes you through the same major cities in the valley as does Loop No. 2, but carries you on beyond Corvallis and Albany to Junction City.

Oregon City with its great woolen and paper mill plants at the Falls of the Willamette is the first large city you strike after leaving Portland.

The rest of your trip takes you through one of the most fertile and beautiful farming sections of the entire West. In the Salem region are located thousands of acres of cherries and prunes, a snow-white world in blooming time and one which will make you want to stop when the blossoms have turned to full ripened fruit.

You may turn east from Albany and drive into the very heart of the Cascade mountains through Lebanon to Sweet Home. Then Cascadia with its health giving mineral springs is an easy drive over excellent roads.

Trout, deer, and game birds abound on the west slopes of the Cascades east of Salem and Albany.

If you turn at Junction City, center of a magnificent farm country, the highway brings you through the grain, dairy, orchard, poultry and stock country of the west side of the valley.

Monmouth, Independence, Rickreall and Dallas are along this route. These communities are located in one of the richest agricultural regions of the West.



LOOP No. 4 — 293 Miles



A COMBINATION major Willamette valley—coast trip, as you'll see by glancing at the previous Loops. Newberg, center of the largest fruit, nut and berry section in the Northwest and the gateway by paved highway to Champeog, birthplace of our national government in the Northwest.

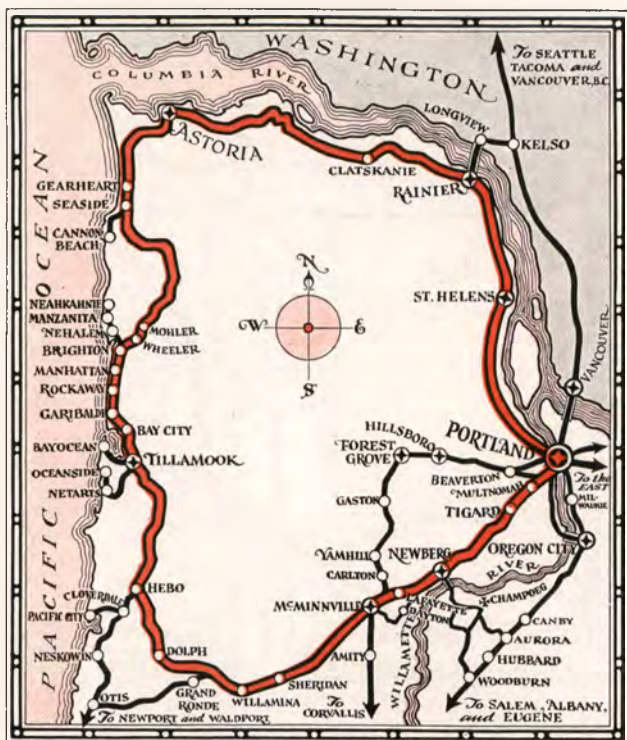
And McMinnville, the county seat of Yamhill county, is one of the richest farming sections of Oregon and the center of the walnut industry; also the seat of Linfield college (Baptist).

Sheridan. That name strikes home to you folk historically-minded. It was here that Phil Sheridan as a young lieutenant just out of West Point served his early army days dealing with the Indians. It was while he was serving out in Oregon that the call came from Washington and Sheridan hastened away to the Civil War to become one of the world's most famous soldiers. Lafayette is another pioneer community lying on this route as one approaches the Coast Range.

Rolling hills, peaceful valleys, murmuring streams—they reach away from you on every hand. You'll understand why the pioneer fell in love with this section.



LOOP No. 5 — 292 Miles



ONE that gives you a comprehensive picture of Western Oregon. It carries you down the mighty Columbia over an alluring scenic highway to Astoria, historic city at the river's mouth. As you roll along, you'll glimpse great ships coming in from sea or dropping down the river to the markets of the world. You'll see the fleets of fishing boats, the saw-mills along the river.

And don't miss the run up the hills behind Astoria to the John Jacob Astor Monolith from which you may look down on the panorama of river, mountains and valleys and out over the Pacific.

Seaside, Gearhart, and Cannon Beaches, with their charming resorts, lie at the end of the Columbia River Highway. It was in this vicinity that Lewis and Clark ended their long trek across the continent.



It is an easy jump from the Clatsop beaches to those of the Tillamook region. Tillamook county, forever green, is one of the richest dairying sections of Oregon. It is particularly famous for its cheese.

You can do this loop in a day, but you won't want to after you strike the ocean and the magnificent scenery of the Oregon Coast highway. If you like fishing, golfing, swimming, boating, or just resting on the shore or in a mountain glade, you can't do this in a day. Your conscience won't let you.

LOOP No. 6 — 403 Miles



THIS is another combination Willamette valley coast trip on a greater scale than Loop No. 4 and is a two day's journey. It takes in the entire coast line from Astoria to Newport, one of the grandest shore drives in all the world. It offers you everything—scenery unexcelled in beauty and grandeur, fishing, boating, beach tramps, agate hunting, choicest bathing spots, mountains, great sweeps of timber—every charm that all the West possesses rolled up in two day's motoring.

Plan to spend your time at any of the delightful beach resorts: Gearhart, Seaside, Cannon Beach, Neahkanie, Manzanita, Nehalem, Rockaway, the Tillamook Beaches, Neskowin, De Lake, Nelscot, Taft, Agate Beach, Pacific City, Newport, Waldport or Yachats.

Unless your time is definitely limited, you're going to spend more than two days, and you're going away with a determination to come back again.

One of the pleasures that will be yours is the moderate costs and the excellent services awaiting you on any of these trips.



Cape Blanco Lighthouse is located on the most western point accessible by automobile in the continental United States. A Coast Guard Loran Station is also located here. Visitors are welcome.



Many points of interest to history hobbyists are found along Highway 101. Here is Battle Rock, named after a battle in which white settlers sought the

rock's protection from hostile Indians. At the base of Humbug Mountain, seen in the right background, is located an exceptional state park.



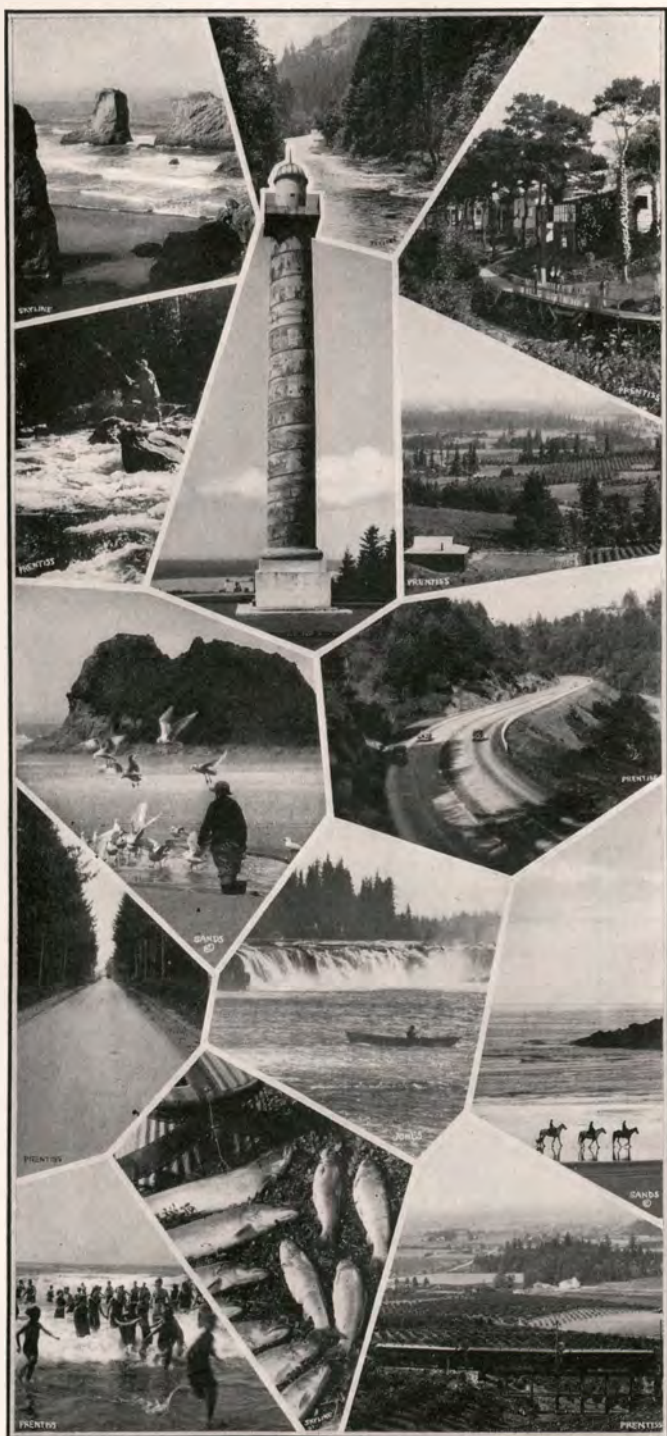
"Haystack" rocks afford the camera enthusiast with an excellent background for his live subjects. It is fun to play on the beach.



Lily fields, from which bulbs are shipped all over the world, are numerous. All types of flowers thrive in the mild, consistent climate in Panoramas Unlimited.



Boats carrying the mail daily between Wedderburn and Agness, also accommodate sightseers. This thrilling trip is unexcelled for scenic splendor, and wild game are frequently seen along the banks.



THE highways you will follow—everyone of them paved or finely macadamized—will give you a cross section of Oregon's resources, industries and recreational advantages. You will see the great logging and lumber mill operations, pulp mills, woolen plants; glimpse marvelous orchards of nuts, cherries, pears, apples, prunes and other fruits and berry acreage; get an idea of the state's general farming, dairying and poultry industries.